

ABSTRACT OF THE DISCLOSURE

A remote transactional and tracking software protocol is presented which is able to transfer the purchase and tracking transactions from one Internet site, an original retail site, to another Internet site, the referring site, the latter operating as a virtual retail site. Using this protocol, the owner of a web browser or content site can sell items over the Internet without storing, stocking or shipping the items. Using a listing of products or services for sale, the content site owner transfers prospective purchasers who visit the content site to a retail site for inspection of the goods and to acquire additional information about the retailer's products. However, upon the commencement of a transaction on the retailer's site, the protocol routes the financial information and payment to the content (or referring) site, while separating and sending the delivery information to the retail site. Upon confirmation of a satisfactory delivery of the goods to the customer, payment of the item is made from the content site owner to the retailer less the commission.